

## O'Donnell Defends Cut-Rate Plan As Means of Stimulating Trade

Local Druggist Explains, However, That He Respects Wishes of Manufacturers Opposing Idea If They Deal in an "Absolutely Square" Manner.

[Editorial Note.—Some time since, it will be remembered, Mr. O'Donnell was the decision in the case before the United States Supreme Court. He is fighting other firms in court now. His frank statement in the following article will be of interest to those who are interested in the cut-rate plan.]

"To readers who know anything of his business in Washington, it may come as something of a surprise to find James O'Donnell taking issue with the business methods of the drug chains, because the popular impression is that Mr. O'Donnell is a dyed-in-the-wool chain operator," according to a writer in *Printers' Ink*.

"As a matter of fact he has his own chain of three large retail drug stores in the national capital, and it might be termed a chain within a chain since the O'Donnell establishments are 'Retailers' stores," and have a certain affiliation with United Drug interests.

"Yet, Mr. O'Donnell is not a believer in the big chain; says that he would be just as well satisfied if he had one store instead of three; and persists in declaring that his viewpoint is that of the large independent retailer. All of which, no less than his price-cutting propensities, may render of interest to advertisers in general the viewpoint and policies of this militant price-cutter who is now at daggers' points in the courts with the Beech Nut company and the makers of Big Ben clocks, even as he has been embroiled in the courts with the Gillette razor people and a number of others.

### Not Looking for a "Fight."

The quarrel of Druggist O'Donnell with the manufacturers is almost solely one of wholesale price concessions. It is not meant to insinuate that the O'Donnell price-cutting is done solely in retaliation for alleged price-discrimination. He uses cut-rate leaders in order to stimulate sales, but his contention is that the wishes of the manufacturer who does not wish to have his prices cut will be respected if that manufacturer is absolutely square with the retailers. In proof of this he points to his own relations with the Colgate concern, which he terms the finest firm in the United States to do business with. O'Donnell sells about \$7,000 worth of Colgate products per year, but for all that he claims that they have never asked him to maintain their fixed prices, and he has made no promises to do so. He has never made a cut on Colgate, simply because he has absolute confidence that he is getting as favorable terms as anybody else. "It is not that I object to quantity discounts," said Mr. O'Donnell; "on the contrary, I believe in them. Nor do I care a rap at what figure a manufacturer places the order limit to entitle the purchaser to the best quantity discount. If I cannot make a large enough purchase to entitle me to such discount I will never complain, but what I do object to is the manufacturer secretly or openly making concessions to chains of stores. I am doing today, in my principal store, a larger business than is transacted by any other store in the United States handling a straight line of drugstore goods. I believe there are certain stores that show a larger turnover, but they handle glassware, crockery and other goods not entitled to place in a drug store.

### Pays Bills in Ten Days.

"Similarly, I pay all bills within ten days, which fact as well as volume of purchases entitles me, I believe, to the most favorable terms. And yet I know that it is or has been the custom of the proprietors of certain chains of stores to demand from manufacturers all sorts of credit concessions, such as long time, etc.

"It has been interesting to me to note recently a marked tendency on the part of manufacturers to lower the limit of requirements for quantity discounts. Today, there is scarcely a firm in our line that requires a purchase of more than a five-gross order to entitle the purchaser to the best discount, and many concerns have placed the limit at one gross. To show the trend, I may mention that with the opening of 1916 the requirement on Listerine purchases was lowered from \$50 to \$20.

"Any reader with half an eye can see where the O'Donnell argument leads, to the placing of the big retailer on the same plane as the jobber in the eyes of the manufacturer. 'I sell more goods than any wholesaler in my territory,' says this Washington druggist, 'why should I not have as favorable prices from the manufacturer?' "Manufacturers are coming to it rapidly. Indeed, for all the denials and protestations that are made on the subject, articles at only two firms in the United States, Eli Lilly and Sharp & Dome, that will not make as favorable terms to the large retailer as they will to any jobber. If the manufacturer will not make the concession to the large retailer the jobber himself will. Any jobber will today divide profits with me. If he gets a discount of ten per cent he gives me five. If he gets fifteen per cent he gives me ten. He does business with me at a loss, inasmuch as it costs the average jobber ten to twelve per cent to do business, and one wholesale house with which I am familiar, and which I expect will go into bankruptcy within the next month, has, for a long time past expended fourteen per cent in doing business.

"Why does the jobber willingly split

## WHY LET YOUR HAIR FALL



## CUTICURA SOAP AND OINTMENT

Will prevent it in most cases by removing dandruff, itching and irritation, the usual cause of dry, thin and falling hair. Nothing better.

Samples Free by Mail. Cuticura Soap and Ointment sold everywhere. Liberal sample of each mailed from 22-p. book. Address post-card "Cuticura," Dept. 110, Boston.

profits with me, even if he is seemingly a loser thereby? He does it to get volume of business and obtain quantity discounts that he could never take advantage of if his operations were restricted to supplying small retailers.

### Opinion About Jobbers.

"By the way, what do you think of the future of the jobber?" "The jobber," replied Mr. O'Donnell, "may not entirely disappear, but in my opinion there will be room hereafter for only two classes of wholesalers—the very large operators and the very small jobbers. The former will grow in business by supplying the big stores with shorts, whereas the little jobbers will serve the small retailers, notably the modest establishments of the Greeks and other foreigners. It is my belief that the big store is starting money if he does business with the jobbers; he must deal directly with the manufacturer if he would overcome his high overhead. But I realize that the small retailer must always deal through a jobber. If he unilaterally cut the price of the manufacturer there is the constant temptation to overstock that will break him.

"Apropos his remark regarding the operating expenses of the large retailer Mr. O'Donnell was asked what it costs him to do business. His reply was, 'between 22 and 23 per cent. This is shown on the showing for the year 1915 in Mr. O'Donnell's main store, located at an important street railway junction-point on the main shopping thoroughfare at the corner of 14th and K streets, which has been established eleven years. His business in 1915 amounted to \$300,547, as compared with sales in 1914 amounting to \$278,000. At that Mr. O'Donnell figures that he has the best of the chain-store business because he claims that in many chain drug stores the cost of doing business is 35 to 40 per cent. Conversely he argues that the corner druggist in the residential district can never be driven out of business because the small druggist, doing a business of say \$50 a week, ought to be able to operate at an expense of only 10 or 12 per cent. Speaking of chain stores, just a little story of what happens when Greek meets Greek. A couple of years ago Riker-Hegeman opened a store at a block from the principal O'Donnell store and started off by slashing prices on articles that had been used as leaders at the rival establishment. Quietly, Mr. O'Donnell went to the Riker-Hegeman manager and said, 'If you start a price-cutting campaign, I will not merely meet it, I'll beat it—and they have lived happily ever since.

### Putting Off Evil Day.

"Getting back, to his discussion of *Printers' Ink*, to the subject of the jobbers, Mr. O'Donnell touched upon the propriety of many jobbers to seek salvation in private brands. 'They are merely putting off the evil day,' was the druggist's comment, 'because the average jobber will not take a private brand seriously enough to protect it the way a bona fide manufacturer will.' Pursuit of this subject brought out the fact that O'Donnell, for all that he has rather exceptional opportunities, shows no disposition to plunge on private brands. He has two or three—one of which he claims pays him \$1000 a day, but he shows no disposition to increase the number. Plainly the nationally advertised article is meat and drink to him and he uses the private brand only as a club for the obdurate manufacturer, as, for example, when there was a falling out over terms on Wyeth's 'Sarsaparilla' and O'Donnell put in his own 'Sarsaparilla'.

"This brings us, in natural sequence, to the attitude of this well-known price-cutter with respect to advertised and unbranded goods. Ten minutes' conversation with O'Donnell will, I think, demonstrate that this druggist is by no means to be classed as an unthinking, imitative cut-rate artist. Price-cutting is a fixed and studied business policy to which he has adhered ever since he opened his first store. One viewpoint is overlooked by many of O'Donnell's critics—his price-cutting is not confined, as in the case of many another merchant, merely to leaders, but extends to staples and unbranded articles as well. His advertising slogan, in use for nearly a dozen years, is 'No matter what you pay, O'Donnell will sell it for less.' 'Doesn't that get you into trouble,' the interviewer asked, 'with customers when a competitor meets your cut prices?' 'Oh, no,' was the rejoinder, 'we always stand ready to knock off a cent or two under such circumstances in order to make good our motto. And time and again a clerk has come to me and said, for instance, 'Did we advertise Hind's Honey and Almond Cream today at 25 cents, but whether we did or not I always tell the clerk to let them have it at the cut price mentioned if we have ever quoted that price.'

### Views on Price Cutting.

"Frankly, Mr. O'Donnell, how do you regard price-cutting in its effect upon the manufacturer and his nationally advertised goods?"

"It is both good and bad. It is good in that it unquestionably stimulates demand. It is bad in that it encourages substitution. However, I believe that the substitution itself is on the wane in drug stores. You notice that efforts at substitution have been abandoned in many chain stores where it was once the regular practice. I have never tolerated it in any of my stores. When a customer asks for an article by name we unhesitatingly hand out that article, or, if we do not have it in stock, we tell him so and make no effort to induce him to take something 'equally as good.' "I know, too, that it is the claim of some supporters of the Stevens bill that the cut-rate merchant makes up for his narrow profits on trade-marked articles by selling inferior staples or unbranded articles at a higher price. That may be true of the chain stores, but it is certainly never been my policy. Take witch hazel, for example. I sell a barrel of witch hazel per week in my principal store and I sell it at a cut price of 15 cents per pint, as compared with 25 cents charged in most drug stores. When I sell the chain stores, but never since I have been in business have we dispensed anything but the best grade of witch hazel—the product of Dickinson or the Pond's Extract people.

"Another fallacy which I would like to puncture is that the cut-rate druggist can be counted upon to drop an advertised article the minute that he has extracted from it all its advertising value as a leader. Certainly nothing of the kind has been done in my stores. Some few articles we have had to cut out for one reason or another, but I am today selling quantities of various articles that I advertised at a cut price the day I went into business.

### Cuts Stimulate Demand.

"While I firmly believe in the cut price because I believe it stimulates demand, I favor only a moderate cut. I recognize that too much of a cut will bring an article. How do I know that cut prices do not increase sales in my store but stimulate demand generally? I know it by such experiences as we had with Old Dutch Cleanser. We formerly sold a carload of Old Dutch Cleanser per week, and when, owing to the objection to price-cutting, we ceased pushing it,

the consumption of that article in this territory dropped 50 per cent.

"Yet more convincing is the experience we are having just now with Wrigley's Gum. For years we have sold all chewing gums—we carry no cheap goods, but only the well-known advertised brands—at two packages for 5 cents. A few weeks ago Mr. Wrigley came down here and asked me to raise the price on his gum. He did not object, apparently, to a certain amount of cutting, but he contended that the price as low as we had been making hurt his trade in other quarters. Well, the Wrigley concern had always treated us well and we wished to be decent, and so we promptly advanced the price to three packages for 10 cents, although, as a matter of fact, I would rather have lost \$2,000 than make that advance over long-established custom. At the same time we continued our two-for-5-cents price on other gums, although absolutely no effort has been made at substitution or influence on customers. All brands are given equal display, but whereas prior to the advance we were selling a case of Wrigley's gum per week—our sales of Wrigley's in 1914 amounting to \$14,000—since the advance the company of Wrigley has dropped 60-70 per cent and the sales of Adams' gum have increased proportionately.

"In this comment by Mr. O'Donnell on the Wrigley situation we find the kernel of the matter—this druggist's belief that the average manufacturer does not object to price-cutting if it expands his sales so long as the cuts are not too deep. 'Many of the manufacturers who make the most emphatic protests,' says O'Donnell, 'are actually bluffing. They are playing to the galleries. I have had manufacturers admit to me that they were carrying water on both shoulders, to use their own words, in this matter of price-maintenance. And, on the other hand, there are manufacturers who do heavy advertising who do not care a fig about price-cutting, so long as they get the business. While I have never advertised the fact, I have always sold Cuticura Soap at 18 cents, and I have never had any complaint from the makers. Do not believe the average manufacturer harbors any resentment against the retailer who cuts prices. I have had no dealings with the Sanatogen people since their decision in the Supreme Court, but Gillette sent me a gold razor after I beat him in court, and the Durham-Duplex concern sell me goods just as if I never collected \$10,000 damages from them.'

### Claims Contracts Illegal.

"Knowing that he holds to this cynical belief regarding the real attitude of the average manufacturer with respect to price-cutting, it is a little easier to understand the buying policy pursued by Druggist O'Donnell and which must prove a mystery to many a manufacturer who counters it for the first time. This policy is summed up in the bland declaration of the price-cutter, 'I will, when ordering goods, sign any contract that is presented to me dealing with price-fixing. My belief is that all such contracts are illegal. If a manufacturer wishes me to sign such a contract, as many a one does, merely to save his face with other customers, and with no intention of attempting to enforce the contract, well and good.'

"But if the manufacturer really attempts to enforce such a contract I stand ready to carry the case into court or take it before the Federal Trade Commission, as I have recently done with respect to the demands of the makers of Pluto Water and Laxative Bromo Quinine. My customary procedure when a manufacturer refuses to pay a rebate because of price-cutting is to simply place another order for the same goods and then deduct from the payment for that order not only the rebate due on that order, but likewise the unpaid rebate for the earlier order. Sometimes we come precious near going into court over this question, but more often the manufacturer accepts the situation, as did the Freeman Perfume Company, of Cincinnati, which concern wrote me on December 22, 1915, after a year of dispute: 'Our legal friends tell us that you are in the right, and we want to do what is right. We also know that you have a place for a large output of our powder, which, of course, we want to sell. I am getting my rebates on Cascarets and other products without any question, and I am ready to do the same for you. That price-cutting has paid in the case of O'Donnell must be admitted. His newest store, which he purchased at bankruptcy sale for a consideration of \$2,000, has done, when he acquired it in 1912, a business of \$100,000. In the year 1915, a business of \$100,000, and in 1915, despite a change of location, the receipts were \$79,733—average daily sales of \$218.53.

### Opposed to Free Deal.

"It has already been disclosed that O'Donnell is no enthusiast on private brands. He likewise jolts expectations in other directions. For example, he is opposed to the 'free deal,' although he has profited by the system above every other man in his territory. Speaking of a recent free deal on Dioxigen he remarked: 'The system once started is mighty hard to get away from. Similarly, this druggist does not believe in the insertion of the names of local retailers in newspaper advertising, although he again he is a heavy winner, because many manufacturers insert O'Donnell's name to the exclusion of those of all other retailers in his district. If I were a manufacturer I would not put in anybody's name,' was his comment.

"Advertisers may be interested in one experiment which Mr. O'Donnell recently made. In addition to his regular chain store, he owns a drug store located directly across the street from his principal store, this extra establishment, which he bought in at receiver's sale, not being operated under his name. 'I had often heard,' said the druggist, 'the stories of how John Smith does the advertising and Sam Jones, across the street, reap the benefit. After we got hold of the store across the street I was able to sense the situation. I found that on days when we do our heaviest advertising (Mondays and Thursdays) and when our receipts at the main store are running \$1,500 or \$1,600 for the day, the receipts across the street, instead of remaining normal, invariably show a falling off of approximately 10 per cent.'

### Turkey Heeds U. S. Protest

Repeated protests by United States representatives finally have brought an end to the deportation of Armenians from Turkey. Hoffman Philip, American charge d'affaires at Constantinople in the absence of Ambassador Morgenthau, notified the State Department yesterday that he had been informed by the Turkish minister of foreign affairs that no more Armenians would be deported. The Turkish minister further stated that Catholic and Protestant Armenians who have been deported will be allowed to return to the country.

### Senator Smith's Car Smashed.

An automobile owned by Senator Hoke Smith and operated by Ramsfield Charles was in a collision at Sixth and K streets northwest about 3 o'clock Friday afternoon with an automobile owned by Richard E. Falco. The car of Senator Smith's car was smashed. The windshield of the other car was broken. Neither Senator Smith nor any of his family was in the car.

### Gloom Dispellers Entertain.

The Gloom Dispellers, a social club, entertained their friends and themselves with a lively evening of mirth at the Northeast Temple Friday night. One of the features of the occasion was a take-off on a suffrage play, Emily Ditto representing Mrs. Pankhurst and Katherine Kirby and Louise O'Meara resting securely on the floats. Other girls represented members of Congress voting upon the suffrage bill.

## Annapolis Graduates Superbly Equipped for Nation's Service

Dr. Benjamin Franklin Roller Reviews Work of the Naval Cadet—Says Preparedness to Defend Long Coast Line Is an Essential Precaution.

Elihu S. Riley has aptly described the young graduate from the United States Naval Academy at Annapolis in the following words:

"Equipped with two modern languages besides his own, learned in the law of nations, rounded in the facts of ancient and modern history, instructed in the art of speaking and writing the English language correctly, polished by experience, a practical chemist, an electrician, a patternmaker, a machinist, an engraver, a boilermaker and a smith, a draftsman and a foot soldier as well as a seaman, the graduate of the Naval Academy has a diploma of which any man might be proud. A better before him that any patriotic youth might envy."

A more complete outline of the work of the naval cadets has been written in an article by Dr. Benjamin Franklin Roller and published recently by the Naval Academy. It reviews the work of the cadet after outlining the reasons for the belief that the United States Navy is the real first line in any plan of defense against aggression.

The opinions of President Wilson, President Palmer, the war in response, and several other men are quoted therein as stating that the navy should be immeasurably stronger than any other navy in the world, inasmuch as this country would have so long a coast line to defend against any alien aggressor.

### Defense Essential.

While admitting that the chief occupation of the people of the United States is citizenship, Dr. Roller asserts that "a country may be absolutely and ever so right and yet have need of self-defense against those who guide the destinies of hostile nations."

His article goes on to say: "The richest and the most desirable country in the world has far the largest coast line, manifestly indefensible except by a large and efficient navy, whose efficiency in turn depends almost entirely upon having a complement of educated officers and naval experts who in the event of war could guide and direct the movements of the navy and who could quickly and thoroughly train and teach the enormous number of volunteers who would be certain to present themselves.

"There is not a doubt in the world that an army of ten million men would be available in a short time to defend this country against aggression. There is also no doubt that in such an emergency the almost incomparable resources of this country would make it possible to build many more battleships in an incredibly short time than could be made in any other country. The educational need, however, is battleships, guns and men, with highly trained officers to guide and teach the volunteers, to superintend the men in the making and building of ships and in the installation of guns, in the maneuvering of ships in time of war, in the manipulation of machinery and in the handling of guns so that the navy would be known not only for its size but for what it can do when called upon.

"It takes years of study and experience to make a capable naval officer.

### Discipline Noticeable.

"To me the most noticeable thing in the Naval Academy were discipline, hard work, regularity and good health. It is also true that these are among the most powerfully conducive to morality. "The education at Annapolis is of a very high class, not only academically and practically far superior to that which may be acquired at the majority of our best universities. This may be truthfully said in addition to the fact that it is not merely the only naval school in America, but is acknowledged to be the best naval school in the world.

"The students at the Naval Academy are known as midshipmen. They receive their appointment after passing a civil service examination as follows:—Two for each Senator, delegate and Representative in Congress, two for the District of Columbia, ten from the United States at large and fifteen from the enlisted men who have served a year in the United States Navy. Those from the District of Columbia and those at large are appointed by the President, while those from the enlisted men of the navy are appointed by the Secretary of the Navy. The President also appoints one from Porto Rico.

"The midshipmen's course covers four years, at the end of which time graduate with commissions as ensigns in the navy. All candidates at the time of their examination must be between the ages of sixteen and twenty. They must be at least five feet, two inches high, and between the ages of sixteen and twenty. The minimum weight at sixteen years is 111 pounds, with an increase of three pounds for each additional year or fraction of a year over one-half. Examinations are held twice a year—in February and April—in one or more cities in every State of the Union. All candidates must be unmarried, and any midshipman who shall marry or who shall be found to be married, before his final graduation shall be dismissed from the service.

### Strict Examinations.

"Both the mental and physical examinations for admittance are very strict, requiring a good moral character, a sound body and constitution, good natural capacity, an aptitude for study, suitable preparation in the fundamental branches, industrious habits, perseverance and an obedient and orderly disposition. "A sound body means that the candidate must have a good, strong constitution, reasonable degree of development, good general health, have no cachexia, anemia or infection, have no deformity, epilepsy or impaired sense. Chronic nasal catarrh, fits, impediment of speech, heart disease, hernia, bad teeth or color blindness are sufficient to cause the rejection of the candidate.

"As soon as a midshipman has been appointed he is put on a pay of \$600 a year and his keep. On admission each midshipman must deposit \$231.54 for clothing and other articles and \$60 deposit for books.

"During the eight months of academic work the 'plebes' or fourth-year class have but one afternoon a month for their own recreation, and one special holiday a year. The third-year classmen have two afternoons a month. The second-year classmen have Saturdays afternoons from one to twenty-five minutes past six. The first-year classmen have from quarter past five to twenty-five minutes past six p. m. each day, Wednesday from half-past three to twenty-five minutes past six p. m., and every Saturday and Sunday from one to twenty-five minutes past six in the afternoon.

"Ninety per cent of the students in the Naval Academy participate in some kind of athletics. An enormous number of teams are constantly being organized. It is encouraged between classes and with outside institutions. Unlike the Military Academy at West Point, the middies lay a great deal of stress on the development of champions, and they surely have enough of them. In basketball they have lost only three games in seven years. In fencing they use the French system in fells and the German system in sabers. Last year they won

the intercollegiate championship in both. In wrestling, which is one of the most popular of all navy sports, the Annapolis team has not been defeated in four years. C. O. Ward, the middle-weight, and Boatfoot, the light-weight, have never yet been defeated. Certainly that is a creditable record. It is also given credit for an entire year, who has had the middies in his charge, in this best and most beneficial of all indoor sports.

"No student is allowed to participate in more than two major sports. All have to do the gymnasium work throughout the whole four-year course and with the regularity, discipline and vim that characterizes the whole institution. The fact, however, that gymnasium work is obligatory does not seem to effect the enthusiasm with which they participate in the voluntary sports.

"The gymnastics given to the classes throughout the four years are taken from the Swedish manual and consist of breathing, bending, twisting, squatting, stretching, stooping and springing exercises. A considerable amount of apparatus work is also given, such as Indian club, dumb bell, horse, single and parallel bar work and also tumbling.

### Swimming Compulsory.

"In swimming every midshipman must qualify, and the requirements increase each year in school. The fourth year men are required to swim five minutes in each of three strokes. The third year men must swim eighty yards in each of three strokes and dive well. The second year men must swim 110 yards in 6 m., know three strokes and dive well. The first year men must swim 150 yards in 7 m., dive well and pick up objects at a depth

of eight feet and be capable life-savers.

"The swimming pool is kept absolutely sanitary. It is filtered through sand and gravel after having been treated with alum and caustic soda, and a solution of chlorinated lime. That is what they call the 'swamp method' of purifying water for drinking purposes, it being sufficient for practical purposes to place a small quantity of chlorinated lime in a gallon of swamp water, which is poured off and drunk with impunity after standing an hour or more to settle.

"Rowing is a popular sport in Annapolis. They row in eights, fours, doubles and singles, and everybody rows in fourteen-oared cutters.

"Sailing drills are also given.

"Rifle shooting is required of every student six hours a week.

"Boxing is allowed in intercompany competition but not outside, and all students get a certain amount of instruction in the misnamed 'manly art.'

"Dr. R. G. Heimer, who is in charge of the sanitation and medical care of the institution, lectures to all the students from the beginning on the fundamental principles of health and sanitation, the evil effects of tobacco, alcohol and venereal disease. The students are allowed to smoke in Smoke Hall at ocean house, but not in Bancroft Hall, the beautiful and capacious dormitory 630 feet long and 550 feet wide, which cost \$3,500,000, and where the students all live the simple and wholesome life of midshipmen.

"The wrestling mats, in the fine, large gymnasium which is the scene of the delightful Academy 'hops,' are distinguished at frequent intervals with a mixture of formaldehyde in alcohol or bichloride in water and then carefully swept.

"All the students are carefully measured upon admission according to the Kellogg system and examined by official physicians frequently throughout the course. If found short in two or three measurements or tests the midshipman is urged to go in for special exercises and overcome the deficiency. If short in five measurements he is required to resign. If more than five he is compelled to resign. Postural defects receive special attention, the exercises to overcome which being prescribed in each individual case by the gymnasium director in consultation with the Academy physician."

## G. W. U. NOTES.

W. M. Swett, of the senior class of the Dental College, who recently underwent an operation at the University Hospital, has returned to college.

Miss Bertha Rodgers, of Teachers College, has taken leave of absence from the public schools to devote her entire time to her studies in the college. Miss E. Ruth Tiffany, of the Teachers College, has withdrawn to accept a position in the schools of Newark, N. J. She expects to return to complete her course at the Summer School, which opens the latter part of June.

The Pre-Medical Class will give a dance about the middle of this month. Miss Julia H. Strobel, vice-president of the Pre-Medical Class, has left the university. A. T. Schwartz has been elected class successor.

Dr. Willard S. Small, member of the faculty of the Teachers College, will teach at the Johns Hopkins University Summer School during the coming summer.

William Miller Collier, of New York, former Minister to Spain, is giving a course of lectures on diplomacy in the department of political science. The lectures will continue through March.

Reza M. Norris, of the Law School, recently attended the convention of the Southern Division of Delta Tau Delta Fraternity at Atlanta, Ga.

"Bob" LaFollette, a Beta Theta Pi at Wisconsin, entertained the Delta at a shower for Miss Sylvia Hazlett, Miss Hazlett whose engagement to Charles Schwank, of Lansdale, Pa., was announced last winter, is visiting Miss Marian Brooks.

Zeta Chapter of Sigma Kappa has initiated Alma Barker, Rachael Benfer, Annie Cardwell, Eleanor Barnshaw, Florence Ford, Ruth Phillips, and Esther Urlickson.

Mrs. Ella Enlow recently entertained Sigma Kappa members at the Home Club at a shower for Miss Sylvia Hazlett, Miss Hazlett whose engagement to Charles Schwank, of Lansdale, Pa., was announced last winter, is visiting Miss Marian Brooks.

Zeta Chapter of Sigma Kappa entertained recently at a tea dance in the assembly hall of the arts and sciences building in honor of Mrs. Eula Grov Linger, grand president of the sorority. Zeta Chapter of Sigma Kappa celebrated its tenth birthday with a buffet supper in the chapter rooms.



## If You Want to 'Bury the Blues'

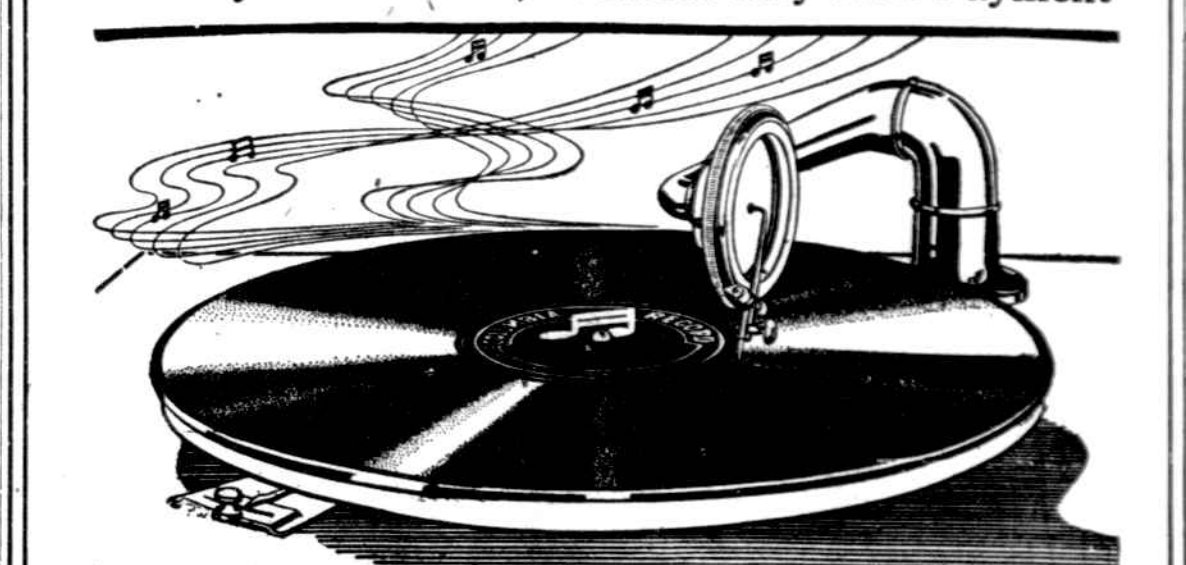
Bring a Columbia Grafonola into your home, and invite all the Columbia artists to the "wake." You'll have the time of your life—and not for one evening will you have this pleasure, but every evening if you so desire, and you won't have to stir but a few feet from your favorite easy chair. We're ready to assist you, NOW.

The Grafonola "15" pictured, \$18.90 with 12 Columbia Selections, on 6 10-in. Records, 50c a Week Pays for It!

Music—more than any other factor—helps to make home a happy center of family life. Children who are encouraged to sing and play and dance at home will have greater possibilities for enjoyment all through life. This makes a Columbia Grafonola an ideal instrument for every home—right now.

Visit our new and enlarged Talking Machine Shop and learn of the many inexpensive "Easy-to-pay-for" Grafonola Combinations we have ready to send to your home for a

Ten Days FREE Trial, Without Any First Payment



Free Edison Diamond Disc Recital, Tuesday 3:30 to 4:30. By special request we will hold another Edison Recital Tuesday afternoon, March 7th, from 3:30 to 4:30, and will again feature Miss Marie Sweeny, the talented Washington violinist, who captivated our large audience of last week. No Charge For Seats. The New Talking Machine Shop, 2nd Floor Annex.

The New Talking Machine Shop is on the 2d floor. In the annex. Hecht & Co. is Supreme. Seventh Street Near F